

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 619-ATLANTA

UNITED STATES OF AMERICA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE

A. DEVELOP CONCRETE PLANS FOR PUBLIC SUPER-MARKETS IN-STORE PROMOTION. B. PARTICIPATE IN PUERTO RICO FOOD AND EQUIPMENT EXPO.

A. DEFINED SCOPE OF PROMOTION, ESTABL. DEADLINES TO BE MET, DRAFTED CONTRACT FOR CONSULTANT. B. INTRODUCED 10 COMPANIES TO MARKET, IDENTIFIED 10 NEW AGENTS, GENERATED \$1 MILLION SALES.

004-DEFENCE PROGRAMS, PRODUCTS, SERV

A. IDENTIFY SIGN. MILITARY COMMANDS IN TERRITORY AND ESTABLISH CONTACTS. B. FOLLOW-UP ON MARTIN-MARIETTA MISSION. C. IDENTIFY PROMISING SECTORS FOR INCOMING MISSIONS.

A. VISITED 8 MILITARY COMMANDS, WORKING WITH CDN CO. ON POTENTIAL \$10MN SALE. B. TWO NEW M-M BUYING MISSIONS ARRANGED, QUARTERLY SALES \$3.5MN TO M-M. C. DEVELOPING PLANS FOR 3 INCOMING MISSIONS.

005-COMM. & INFORM. EQP. & SERV

IMPLEMENT CANADIAN PARTICIPATION IN COMDEX SPRING '87.

ON-SITE SALES \$143,000, 12-MONTH PROJECTED SALES \$51.7 MILLION.

008-TRANSPORT SYS, EQUIP, COMP, SERV.

FOLLOW-UP ON 1986 FLORIDA URBAN TRANSIT INCOMING MISSION.

DETAILED ARRANGEMENTS FINALIZED FOR FOLLOW-ON MISSION LED BY GOV. OF FLORIDA AND OTHER HIGH-LEVEL OFFICIALS.

013-CONSUMER PRODUCTS

A. RECRUITED 6 BUYERS FOR, AND ATTENDED, MONTREAL FURNITURE SHOW. B. RECRUITED 2 NEW BUYERS TO ATTEND INTERNATIONAL FUR FAIR, MONTREAL.

A. TOO EARLY TO JUDGE RESULTS. B. ON-SITE PURCHASES OF \$86,000.

016-INDUSTRIAL MACHIN, PLANTS, SERV.

ORGANIZE AND IMPLEMENT CANADIAN PARTICIPATION IN PUERTO RICO INDUSTRIAL SHOW.

CANADIAN PARTICIPANTS ESTABLISHED 4 NEW AGENTS, ON-SITE SALES \$800,000, PROJECTED 12-MONTH SALES \$1.5 MILLION. POST IDENTIFIED 102 NEW AGENTS AND DISTRIBUTORS.